Ultra-matte paint for home decor

Americana® DECOR™

CHALKY FINISH

MADE IN THE USA

Why Americana® Decor™ Chalky Finish paints?

Many paints are available for finishing furniture pieces or decorative items. So why choose Americana® Decor™ Chalky Finish paints? They are the easiest product to use to achieve an aged, distressed look with any flea market find or even newly bought discount store items. And they don't require sanding or priming. Creating beautiful, vintage décor from cottage to traditional, country to contemporary doesn't take special skills or hours of training.

Americana® Decor Chalky Finish Paints are specially formulated to provide excellent adhesion to wood, metal, laminate, glass, terra cotta, walls, ceramics, and more. There's no need to prep the surface with time-consuming stripping or sanding...you just clean it and go!

- No priming or prep needed
- Adheres to even the slickest surfaces
- One-coat coverage with most colors on most surfaces due to the heavy solids content
- Durable due to unique cross-linking feature of paint resin system
- Easier to distress than other acrylic paints
- Ultra-matte, chalky finish
- Available in 29 vintage, intermixable colors
- Minimum odor from both paint and wax products due to low VOCs (volatile organic compounds)
- Water-based for easy clean-up

Some surfaces have finishes that have worn away exposing old stains or are made of woods containing high amounts of tannins (cedar, redwood, knotty pine, etc.). This can lead to stains bleeding through the paint. If discoloration occurs, allow the paint to fully dry and then apply Stain Blocker/Sealer. For best results, allow Americana® Decor Stain Blocker to cure 3-5 days before painting. If in doubt about a surface, test a small area first, or just go ahead and seal with Stain Blocker/Sealer before painting.

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TIP: You can make a wash with Chalky Finish Paint by thinning with water to the desired consistency.

WHISPER

No. 5

Distressing TECHNIQUES

SERENE

TIP: Don't use steel wool to distress over Chalky Finish Paint; it will leave a gray stain.

with water

A simple way to distress a piece is by simply using a damp, soft rag. This method can be done when Chalky Finish Paints are applied over an existing finish or another Chalky Finish Paint color. Water distressing should be done within 15-45 minutes of paint application for best results. If paint has had time to dry, you will need to distress with sandpaper instead.

1. Wet a rag with clean water.
2. Wring out excess water.
3. Rub over areas you wish to distress until the desired amount of paint is removed.

TIP: When working on a large surface, work one section at a time. Rinse rag clean from time to time or use multiple rags.

with sandpaper

Using sandpaper to distress a piece gives more control over the finished look. Paint should be dry before sanding.

1. Select a fine grit sandpaper to start such as a 220 grit.
2. Use a light touch, unless you want to take it down to the bare wood and go over the raised areas, edges, handles, etc. Imagine where the natural wearing would be and use sandpaper to mimic the passing of time.
3. Use more pressure or larger grit sandpaper to remove more or all paint in distressed areas.

You can distress before or after waxing. There is less mess when distressing AFTER waxing. However, additional wax should be applied over sanded (unsealed) areas.

If the piece has an image transfer or stenciled design on it, distress with a small piece of creased/folded sandpaper. Apply pressure and pull in one direction across the image. You don't need to sand back and forth as when you are smoothing out a surface.

A resist acts just like it sounds: it provides a barrier between the bottom layer and the coat of paint you apply on top. The top coat of paint will not adhere to the resist, allowing the bottom color to show through. There are two main types of resists that are readily available and easy to use: hard wax and petroleum jelly.

Using RESISTS

hard wax

To use wax, rub a wax candle or bar of paraffin wax heavily over the areas where you want the color below to show through. Make sure you wipe away any loose wax with a clean, dry cloth before applying top coat. Areas coated in the resist will allow the top coat to be easily removed.

petroleum jelly

To use petroleum jelly, use a soft rag, brush, or fingertips to apply to areas where you don't want the paint to stick. When applying the next layer of paint over the petroleum jelly, make sure not to brush over it too many times. If you do, the brush will start to pick up and spread the jelly to other parts of the piece. If you are working on a larger furniture item, you might want to work in smaller sections, washing and drying the brush periodically to prevent a build up of the petroleum jelly. Make sure you remove all petroleum jelly when top coat is dry.

SERENE

VINTAGE

Layering COLORS

Americana® Decor™ Chalky Finish paints are beautiful when layered and then distressed to reveal multiple layers of color underneath. It can be fun to have a bright, vivid color peeking out from underneath a more muted tone. Visible layering of colors gives the impression of heirloom furniture that has been around for generations, finding its home in differently-styled rooms.

steps for layering colors

1. Apply basecoat color. Let dry.
2. Apply resist of your choice.
3. Apply contrasting color over entire piece. Let dry.
4. Use sandpaper to remove the top coat of paint on resist areas. Begin with light pressure to ensure only the top layer is removed.
5. If more intense distressing is desired, increase pressure or use coarser grit sandpaper.
6. When satisfied with look, remove dust and apply Americana® Decor™ Créme Wax or Varnish to seal.

Repeat steps 1-5 to add a third layer of color to the piece by sanding down just enough to see the second layer in some spots and the third layer in others.

drybrushing TECHNIQUE

SERENE

RELIC

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Drybrushing is a technique that allows a lot of brush strokes and underlying color to show through. It is a simple technique to get an aged, weathered look.

steps for drybrushing

1. Apply basecoat. Let dry.
2. Load a wide, dry chip brush with a very small amount of a contrasting color.
3. Blot brush on a paper towel to remove any excess.
3. Use long strokes to lightly apply paint, dragging along the surface.
4. Continue over entire piece, reloading as necessary.

TIP: You can even paint over and distress any dated metal hardware. This saves you the trouble of removing it and the expense of replacing unattractive hardware.

STENCILS *& chalk paint*

steps for stenciling

1. Position stencil. Use stencil adhesive or painter's tape to prevent the stencil from sliding.
2. Use stencil brush or cosmetic sponge to apply paint inside open stencil areas.
3. Remove stencil.
4. Seal finished piece with Americana® Decor™ Créme Wax or Varnish.

Apply the stencils before distressing or sealing the surface to ensure the image looks like it aged with the piece and isn't just sitting on top of the surface.

TIP: Make sure to blot most of the paint off the brush or sponge before applying to the stencil. This helps prevent paint from bleeding under the stencil. Do several light applications for best results.

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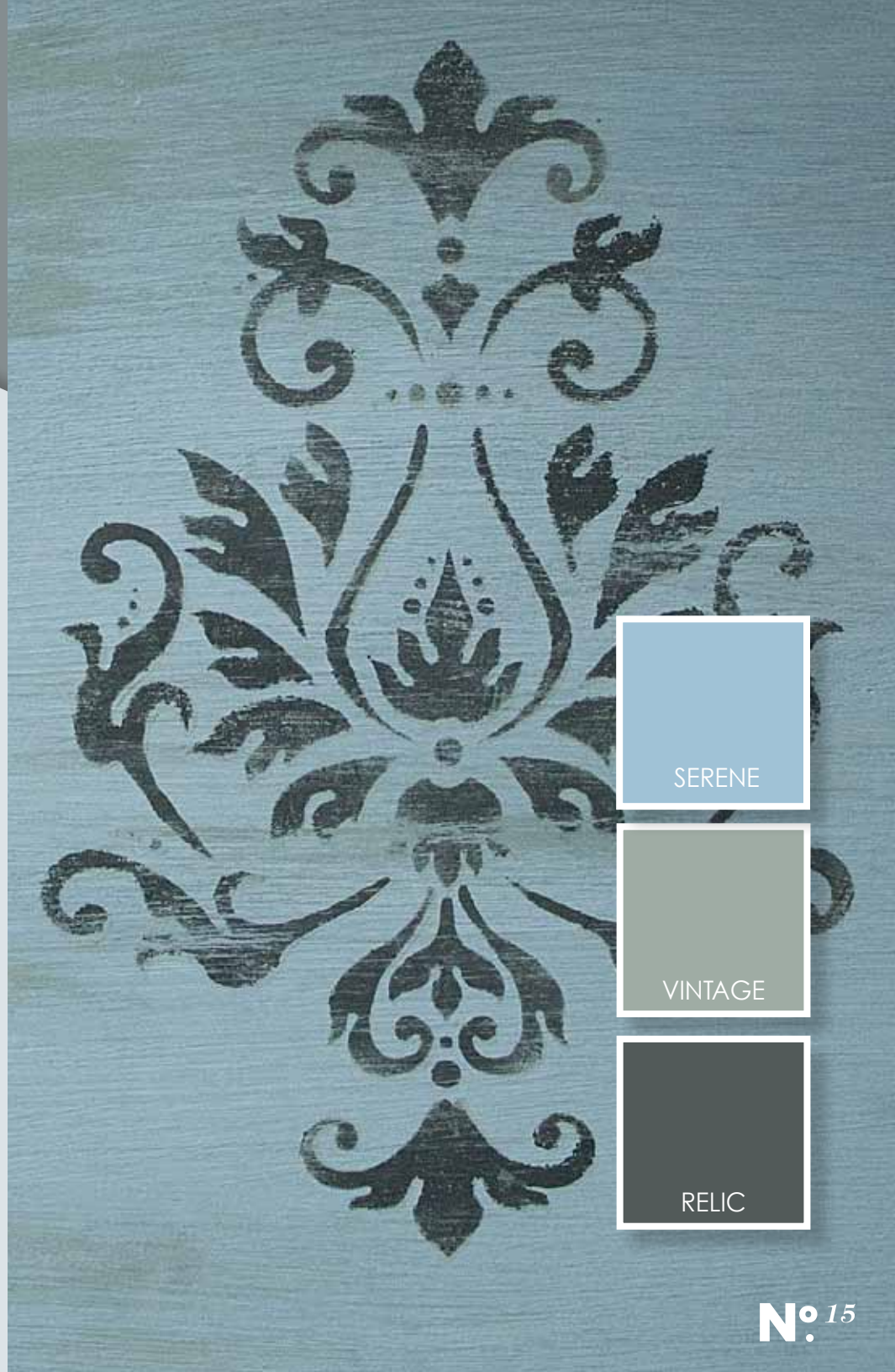

All about créme wax

Our water-based waxes are available in Clear, Golden Brown, and Deep Brown shades that have a creamy consistency, unlike other solid waxes on the market. They are applied easily with a brush or a soft, clean cloth. Brushes used to apply waxes can be cleaned easily with soap and water. By using a wax instead of a varnish, you have more control over how the finished piece will look. Waxes can be buffed to a high-gloss sheen. Americana® Decor™ Chalky Finish paints are very porous, and the wax will penetrate the paint and literally fuse with it, making it very strong. Waxing the paint provides a layer of protection against daily use. You will need to reapply the wax regularly to ensure the paint finish remains protected. Do not use wax on a piece you will be using outdoors; instead, use an Americana® Decor™ Varnish.

YESTERYEAR

RELIC

ROUGE

TIP: Do not apply paint directly over waxed finish.

CLEAR

1. Use a brush or lint-free rag to apply. Immediately wipe off any excess.

2. Allow the first coat of wax to dry, then apply a second coat. Test it to make sure it isn't sticky or tacky. Then add more wax. Thin coats are best. Too much wax will be difficult to buff and may result in a splotchy finish.

3. Use a clean, light color cloth to buff. (The dyes in colored fabrics may discolor the finish.) For a glossier sheen, buff the wax as soon as it is no longer tacky.

To achieve a washed look, Clear Creme Wax can be tinted with a lighter paint color before application.

TIP: To achieve a metallic look, Clear Wax can be tinted with acrylic metallic paint. Other colors can be achieved by mixing with other water -based paints. Unlike Americana® Decor™ Créme Waxes, oil-based waxes cannot be mixed with paint and therefore limit the finishing possibilities.

TIP: Any brush can be used but using the larger round brush is perfect for working wax into dimensional and textured surfaces or applying wax on a large surface.

TIP: If the Light Golden or Deep Brown Creme Wax will be added to areas distressed with sandpaper, make sure raw wood areas are sealed with Clear Wax first. The darker waxes will stain the wood on any unsealed painted areas.

LIGHT GOLDEN & DEEP BROWN

Light Golden and Deep Brown Créme Waxes will give the piece a very different finished look. Darker waxes change the intensity of the color significantly, so test on a small area before applying to entire piece.

The most important thing about using darker waxes is they must be applied over the Clear Créme Wax while it is still fresh. If not, the darker waxes will seep into the paint and won't be workable. Also, the paint will become permanently discolored.

Use the same basic method for applying Clear Créme Wax. Wipe back the Light Golden or Deep Brown Créme Wax immediately, leaving color in crevices.

If the color is darker than desired, use a clean rag to apply Clear Créme Wax over the areas that are too dark. Then use a clean rag to remove excess color.

HERITAGE

ESCAPE

COLOR *combinations*

Choosing just the right combination of colors for the project can be the most fun, but also the most stressful, part of the process. There aren't any absolutes when it comes to color selection, but there are a few basic guiding principles that might help make the commitment a bit easier.

First, look for inspiration in the room where the finished piece will live. Maybe a favorite pillow, rug, or piece of artwork can provide inspiration for the color palette.

If you are unsure of selecting colors, it is best to stick with just one or two at the most. If you want to have multiple colors on one piece, choose colors that have the same tone so one color won't stand out harshly from all the rest by either being too dark or too light.

TIP: Paint out color chips on pieces of paper or posterboard to help decide on color combinations and/or techniques for projects before you paint.

Shabby Chic

The scent of lavender wafts over you as you toss open the shutters to let in the bright morning sunshine, illuminating the soft color palette predominant in the room. The dew is quickly dissipating off the lush green grass, promising another hot day in the French countryside. You run your hand along the side of the armoire, trying to remember which market you found it in, anxious to get it home, falling in love with the layers of chipped away paint, promising to never "fix" it. Each piece has a story to tell. Each item is grounded in the roots of history, making its usefulness and beauty known as it passed from hand to hand.

everlasting

lace

innocence

vintage

serene

relic

everlasting

timeless

romance

legacy

carbon

Nautical

Membership to the local yacht club might be optional but the annual season's end cookout is not. A classic American tradition is buoyed by a classic American color palette: red, white, and blue. Red, weathered benches are pulled up to the white, well-loved kitchen table ready to accept as many hungry guests as can squeeze around it. Other guests spill into the living room, comfortably surrounded by its plaid couch and anchor artwork. The festivities will go far into the warm, summer night.

Farmhouse

The wholesome warmth of the kitchen envelops you as soon as you cross the threshold. The large, worn table with its wooden bowl centerpiece is the landing place for all items entering your home. Everything you see is both utilitarian and beautiful in its design: a combination of worn wood items inherited from your grandmother's country home and items you have collected over the years.

everlasting

yesteryear

primitive

vintage

serene

new life

treasure

rustic

relic

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Seaside

Sand from last night's sunset stroll lays strewn about the weathered floor planks. You don't worry about sweeping it up; you like how the inside flows seamlessly into the out-of-doors. Salty winds and warm sunlight streaming daily in through the open windows have transformed the floors, tables, and bookcases into-time worn pieces. They remind you of driftwood, weathered to perfection, and provide you with a color palette of soothing, natural tones, plucked directly from beyond your front door. This is easy, breezy beach living.

everlasting

primitive

timeless

vintage

serene

Bohemian

The thunder claps again as you curl up tighter beneath the throw you picked up at the Marrakech market. Lightning follows, illuminating the playful color palette of your bedroom and tossing the various styled furnishings and finishes in an unusual light. Your quirky lamp, found on the curb and repainted, flickers momentarily. You wonder if you should start lighting the candles so you can finish your book before the electricity fails. Leaving the warmth of the layers of your bed doesn't sound like a great idea right now; you'll deal with faulty electricity later. For now, you travel across oceans, visiting locales in your imagination that will likely spur a real-life adventure. You must be part gypsy and you must be inside of a gypsy wagon instead of your suburban home.

romance

inheritance

heritage

new life

fortune

treasure

TIP: Ultra Matte and Light Satin Varnish will give the product a high degree of protection for both indoor and outdoor use. The innovative Soft Touch Varnish gives a true, velvety feel to any painted surface.

VARNISH OPTIONS

Americana® Decor™ Varnishes come in three styles: Soft Touch, Light Satin, and Ultra Matte. When looking for a permanent, still soft finish, use Soft-Touch Varnish. It delivers a luxuriously soft, yet durable, polyurethane finish. The Light Satin offers just a hint of sheen, and the Ultra Matte delivers a zero-sheen, no glare finish. These varnishes can be used in place of Americana® Decor™ Créme Waxes.

- Low odor, water-based formula
- Scratch, scuff, and fingerprint resistant
- Resistant to household cleaning chemicals
- Superior indoor and outdoor durability

CLEAN-UP & PAINTED SURFACE CARE

Americana® Decor™ Chalky Finish paints are water-soluble. Brushes and other tools will clean easily with soap and water.

To clean a finished piece, use soap and water on a soft rag or kitchen sponge. Clean up food or drink messes as soon as possible.

Rewax the piece depending on how frequently you use it. Infrequently-used pieces can be waxed once a year or less. A kitchen table, on the other hand, should be waxed every three to four months. Consider using one of the Americana® Decor™ Varnishes as the topcoat to any pieces that will get daily use.

TIP: Always clean jar threads before replacing jar lid. Leaving paint on jar threads will make it difficult to remove lids in the future.

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